



March 2016

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## Trade Consultants

### Enrique Gandara

*Animal Feed, Agricultural  
Equipment, Livestock & Genetics*  
European Union, Middle  
East & Latin America  
(608) 224-5113  
[enrique.gandara@wisconsin.gov](mailto:enrique.gandara@wisconsin.gov)

### Jennifer Lu

*Forestry products, Animal Feed,  
Livestock & Genetics*  
China & Asia  
(608) 224-5102  
[jennifer.lu@wisconsin.gov](mailto:jennifer.lu@wisconsin.gov)

### Ashwini Rao

*Processed Foods and Food  
Ingredients*  
India, Latin America & European  
Union  
(608) 224-5119  
[ashwini.rao@wisconsin.gov](mailto:ashwini.rao@wisconsin.gov)

### Lisa Stout

*Processed Foods and Food  
Ingredients*  
Middle East, Asia & Canada  
(608) 224-5126  
[lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov)

### Jen Pino-Gallagher

*Bureau Director, Agricultural  
Market Development*  
(608) 224-5125  
[jen.pinogallagher@wisconsin.gov](mailto:jen.pinogallagher@wisconsin.gov)

## Market Support

## Turkey market to close

DATCP has been informed by U.S. Dairy Export Council that the government of Turkey has not granted the United States another extension in the long running health certificate negotiations. Therefore, USDEC anticipates that the market will close tomorrow, April 1, 2016. The Foreign Agriculture Service office in Turkey has advised that any health certificates dated on or after April 1, 2016 will not be accepted.

USDEC will continue to monitor the situation and keep our membership updated. If you have any questions, please contact Matt McKnight ([mmcknight@usdec.org](mailto:mmcknight@usdec.org)) or Sandra Benson ([sbenson@usdec.org](mailto:sbenson@usdec.org)) at 703-528-3049.

## South Korea implements foreign food facility registration

DATCP has been notified by USDEC that the Special Act on Imported Food Safety Management (Special Act) went into effect February 4, 2016. The Special Act requires the mandatory registration of foreign food facilities and livestock establishments (dairy plants) with the Ministry of Food and Drug Safety (MFDS).

**ACTION REQUIRED:** U.S. dairy exporters are asked to review the [MFDS draft list of registered dairy plants](#) (PDF). They should also complete a [response page](#) (Word doc) confirming either:

1. Plant name and address is correct as listed; OR
2. Plant name and address requires modification; OR
3. Plant should be removed from the list (duplicate or incorrect listing); OR
4. Plant should be added to the list (see second chart – Omitted Dairy Plants with an Established Record of Exporting to Korea)

For all active plants, also list type of food safety system in place. Responses are due by April 4, 2016 to [korealist@usdec.org](mailto:korealist@usdec.org).

All dairy plants and food plants can export to Korea until August 3, 2016. Starting August 4, Korea will only accept exports from registered dairy facilities.

Please contact Matt McKnight or Sandra Benson of the U.S. Dairy Export Council if you have questions. All questions may be addressed to [korealist@usdec.org](mailto:korealist@usdec.org).

## Upcoming Events

**Christine Stamm**

Office Operations Associate

(608) 224-5080

[christine.stamm@wisconsin.gov](mailto:christine.stamm@wisconsin.gov)

[Click here](#) to learn more about our services.



#### **"Exportech™: Feeding the World" sessions**

**When:** July 20, August 23 and September 27, 2016 (Cashton)

July 21, August 25 and September 22, 2016 (Waukesha)

**Cost:** \$5000

Successful companies are tapping into new markets with a customized export expansion strategy. Attend either ONE of the upcoming Exportech™ sessions (Waukesha / Cashton) to identify hurdles to expansion, and develop a customized international growth plan. Please note that each Exportech™ consists of three intense events scheduled one month apart. Coaching and assistance is provided between events. Contact: Jen Pino-Gallagher, (608) 224-5125 / [jen.pinogallagher@wi.gov](mailto:jen.pinogallagher@wi.gov) for more information.

#### **WEDC Global Trade Venture: South Korea**

**When:** May 21-28, 2016

**Registration deadline:** April 8, 2016

**Cost:** \$1,350 for first participant from a Wisconsin exporter of goods or services\*. Additional participants from the same company pay \$1,500 each.

The trade venture includes:

- Market research and customized one-on-one appointments
- Hotel accommodations during program
- Scheduled ground transportation
- Interpreter fees
- Some group meals
- And more!

\*This subsidized rate is available to Wisconsin companies that are exporters of a product or service. State agencies/associations and service providers that are not direct exporters are welcome to attend, but they will be required to pay the full venture cost of \$10,300.

#### **Get Real: Preparing for a Trade Event Seminar**

**When:** May 19, 2016

**Where:** Waukesha County Technical College, Waukesha

**Cost:** \$50

**Registration Deadline:** May 13, 2016

Full day seminar will highlight what you need to prepare to participate in a trade event, like the Midwest Buyers Mission. Contact: Lisa Stout, 608/224-5126, [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov) for more information.

#### **Private Label, Food Service and Retail Products Trade Mission**

**When:** September 26-30, 2016

**Where:** Monterrey and Mexico City, Mexico

**Cost:** Early bird registration: \$400

**Registration deadline:** May 23, 2016

Mexico represents one of the best opportunities for U.S. exporters of food products. By 2018, retail sales in the packaged food market in Mexico is expected to reach US\$74.9 billion, a growth rate of 12%, or US\$7.9 billion. Research reports indicate 37 supermarket chains, with 4,592 stores throughout the country. Retail sales keep a steady growth pace of around 5%-7% per yr. Early registration deadline: May 23, 2016. For more information, contact Ashwini Rao/ 608-224-5119/ [ashwini.rao@wi.gov](mailto:ashwini.rao@wi.gov).

